ABSTRACT OF THE DISCLOSURE

An object of this invention is to eliminate cumbersomeness and improve the photographer's convenience by inputting settings to an image sensing apparatus by the user. To achieve this object, an image sensing apparatus includes a memory which stores information on a photographing frequency in association with object distance information and brightness information, an acquisition device which acquires an object brightness value on the basis of image information sensed by an image sensing device, and a control device which refers to the memory to detect an object distance having the highest photographing frequency among object distances corresponding to the acquired object brightness value, and controls image sensing operation on the basis of the detected object distance information.